

BIG VICTORY OVER HEAT AND FRICTION— THE BIG M'S NEW COOL-POWER MARAUDER V-8's



THE BIG M FOR 1958 BRINGS YOU SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE

Mercury's all-new family of engines dramatically cut power-wasting heat—are far more efficient. They're teamed with new high-economy rear axles to give you greater gas mileage.

For 1958, Mercury redirects the whole course of automotive engine design. Power and fuel once lost to heat and friction are put to work for you.

This new *Cool-Power* efficiency is made possible

by four great engineering achievements. These are new In-block Combustion, a new 3-stage Cooling System, a new Water-Flow Intake Manifold, and special Cool-Head Valves. And these great advances are teamed with dozens of other innovations. For The Big M Marauder V-8's are entirely new, down to the last bolt and gasket.

As a result, performance is smoother, quieter, far more responsive. Engine efficiency is so high that it permits a more economical rear-axle ratio. You get more power, greater mileage, out of less fuel.

Most important, each Marauder engine in the new Big M family is expressly designed for the series it powers. A 312-hp Marauder V-8 for the budget-priced Montereys, 330 hp for the stunning Montclairs, and 360 hp for the magnificent top-of-the-line Park Lanes.

These are the finest, most advanced V-8 engines in any car at any price. They bring a wonderful new feeling of ease and mastery to motoring. We invite you to experience this for yourself. Just stop in at your Mercury dealer's showroom.

1958 MERCURY

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SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE

